



Reciprocity Health – TheraPay
Diabetes Prevention Program Pilot Initiative

November 25, 2024



Reciprocity Health – TheraPay

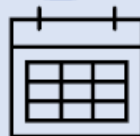
- Recap from October Committee meeting
 - Reciprocity Health, a partner of Highmark Delaware, proposed an incentive-based Diabetes Prevention Program (DPP) for Highmark non-Medicare members who are active State employees and are considered prediabetic or at risk of developing type 2 diabetes.
 - Members enrolling in the YMCA DPP would simultaneously enroll in TheraPay to receive financial incentives for attending group meetings, completing food logs, surveys, etc.
 - Funding for this pilot has already been secured through the established Highmark communications budget.

Sample Timeline – Option 1



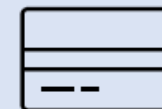
Pilot Population

$N = \sim 50$
 ≥ 18 years old












Pilot Timing

Day 0 – Day 60: Enrollment period
 Intervention length = 12 months
 Month 14: Final enrollee finishes

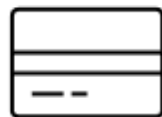


Financial Incentives

Maximum = \$245 per person
 Average expected = \$170 per person

| By: | Week 1 | Weekly (Weeks 1 - 16) | Weekly (Weeks 18 - 22) | Monthly (Weeks 23 - 52) | Weekly (Weeks 1 - 16) | Month 12 | Month 12 | Month 12 | Month 12 |
|----------|---|---|---|--|---|---|---|---|---|
| Activity |  Baseline Survey |  Attend Group Meetings Each Week |  Attend Bi-weekly Group Meetings |  Attend Monthly Meetings |  Turn in Food Logs Each Week |  Program Feedback Survey |  Bonus for 1.0% - 2.9% Weight Loss |  Bonus for 3.0% - 4.9% Weight Loss |  Bonus for 5.0%+ Weight Loss |
| Reward | \$12 | \$5 per Meeting (\$80 Max) | \$5 per Meeting (\$15 Max) | \$5 per Meeting (\$35 Max) | \$3 per Week (\$48 Max) | \$10 | \$5 | \$15 | \$25 |

Sample Timeline – Option 2



\$275 Per Person in Rewards Offered

~ \$200 Per Person Anticipated Rewards Budgeted

| | Months 1 – 4 | Months 1 – 4 | Months 1 – 4 | Months 2 – 3 | Month 4 | Months 4 – 6 | Month 5 | Month 6 | Months 6 – 12 | Month 12 | Month 12 |
|-----------------|---|---|---|---|--|---------------------------------|--|---|-------------------------------|--|--|
| Activity | | | | | | | | | | | |
| Activity | Attend Weekly Meetings | Submit Weekly Food Logs w/ 4+ Days Logged | Submit Weekly Exercise Logs w/ 4+ Days Logged | Baseline Survey: Demographics & Goal Setting | Bonus #1: Attended 13+ Weekly Sessions | Attend 1 - 3 Bi-Weekly Meetings | Mid-Point Survey: Goal Setting & Problem-Solving | Bonus #2: Attended 3 Bi-Weekly Sessions | Attend 1 - 6 Monthly Meetings | End Survey: Program Feedback & Goal Review | Bonus #3: Attended 5+ Monthly Sessions |
| Reward | \$3 per Meeting x 16 | \$1 per Meeting x 16 | \$1 per Meeting x 16 | \$5 | \$10 | \$10 per Meeting | \$5 | \$20 | \$15 per Meeting | \$10 | \$25 |
| Payment | 1x / Month ~ 1 month delay | 1x / Month ~ 1 month delay | 1x ~ 1 month delay | 1x Immediate | 1x ~ 1 month delay | 1x / Month ~ 1 month delay | 1x Immediate | 1x ~ 1 month delay | 1x / Month ~ 1 month delay | 1x Immediate | 1x ~ 1 month delay |
| Notes | \$3 x 16 = \$48 Max [1st session = no logs, so \$5 reward] | \$1 x 16 = \$16 Max | \$1 x 16 = \$16 Max | Becomes available once attendance at first DPP session is confirmed | | \$10 x 3 = \$30 Max | Becomes available if attendance at 1+ DPP session is confirmed | | \$15 x 6 = \$90 Max | Becomes available if attendance at 1+ DPP session is confirmed | |

Months 1 – 4 Max Rewards = \$95

Months 4 – 6 Max Rewards = \$55

Months 6 – 12 Max Rewards = \$125

Program Cost Estimate

| 50 Person Pilot Option 1 <i>(\$245 max per person)</i> <i>(reviewed in previous meeting)</i> | 50 Person Pilot Option 2 <i>(\$275 max per person)</i> | 100 Person Pilot Option 1 <i>(\$245 max per person)</i> | 100 Person Pilot Option 2 <i>(\$275 max per person)</i> |
|---|--|---|---|
| TheraPay Subscription Fee - \$16,500 Annually | TheraPay Subscription Fee - \$16,500 Annually | TheraPay Subscription Fee - \$16,500 Annually | TheraPay Subscription Fee - \$16,500 Annually |
| Program Development Fee - \$19,968 | Program Development Fee - \$19,968 | Program Development Fee - \$19,968 | Program Development Fee - \$19,968 |
| Performance Bonus Cap - \$10,000 <i>(targets TBD)</i> | Performance Bonus Cap - \$10,000 <i>(targets TBD)</i> | Performance Bonus Cap - \$10,000 <i>(targets TBD)</i> | Performance Bonus Cap - \$10,000 <i>(targets TBD)</i> |
| Projected Rewards - \$8,000 | Projected Rewards - \$10,000 | Projected Rewards - \$16,000 | Projected Rewards - \$20,000 |
| Total Cost of Pilot - \$54,468 | Total Cost of Pilot - \$56,468 | Total Cost of Pilot - \$62,468 | Total Cost of Pilot - \$66,468 |

Recommendation and Next Steps

- At their November 18th meeting, the Health Policy and Planning Subcommittee recommended the SEBC vote to approve this one-year pilot program with timeline option 2 for a 100-person pilot (estimated cost of \$66,468).
- Would any Committee members like to make a motion to approve the Health Policy and Planning Subcommittee's recommendation as detailed above?



Appendix



DESBO DPP TheraPay Program Proposal at a Glance



TheraPay Management Included in SOW

- Use of iOS TheraPay App for entire DE population identified
- Use of Android TheraPay App for entire DE population identified
- Use of web.therapayrewards.com portal for entire DE population identified
- White-label and co-branding solution across all aspects of program from app branding
- Access to SDoH partners (i.e. free savings account via Stepping Stones Credit Union)
- Coverage via 8a-8p bilingual call center (with custom scripts)
- Coverage via bilingual e-mail support at help@therapayrewards.com (with custom scripts)
- Printing, fulfillment, and postage for reward card mailers (the carrier)
- 24 Month (rolling) custom reward card utilizing the Discover Card Network
- 24 Month (rolling) intelligent card constraints activated via MCC Code
- On-demand Behavioral Economics & Clinical resources to research and evaluate campaign, rewards, and ROI
- 1 Customer Success Resource
- Management of and any additional set up of SFTP
- Monthly Member data file auditing, augmentation, and updating
- Unlimited use of frictionless activity functionality

Additional Costs (If selected)

- Printing, postage, and fulfillment of enrollment letter
- Additional language translation and programming beyond English & Spanish (\$5K each)
- Voice translation available for call center calls at cost of \$2.75/minute
- Program Integration Fee (one-time cost associated with custom development efforts of a given population) – not expected to be required
- Expediting Fee (one-time cost for programs needed in less than 6 weeks)



DESBO DPP TheraPay Program

Comprehensive Outreach Included



Awareness

Omni-channel messaging provides unlimited options for outreach



Letters and/or Postcards with Member Reward Details



Progressive e-mails



Outbound Calling (if selected)



SMS/Text



Community Partnerships

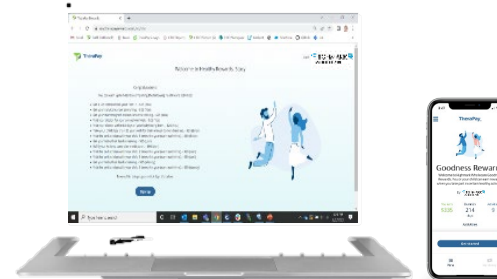
Enrollment

Members can sign up via my.therapayrewards.com or by calling 866-469-7973



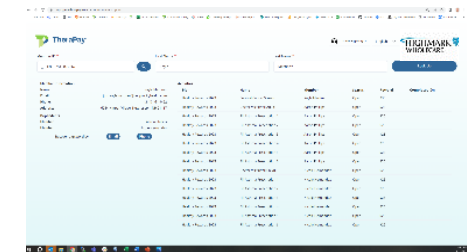
Engagement

Members can leverage the iOS, Android, web app, and live agents to engage with condition specific or large gap closure programs



Reporting

Dashboards exist for real time and monthly reporting for all features requested by our clients



Thank You



Phone: 1-800-489-8933

Email: benefits@delaware.gov

Website: de.gov/statewidebenefits

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